# American Man May Earn $150,000 in Lifetime

The economic value of man in the United States has risen spectacularly in recent years, thanks largely to the growth of opportunity, the rising educational level and skill of the working population, and the marked increase in the productivity of the whole economy.

Today the average man starting out to earn his living has prospective lifetime income in excess of $150,000, based on current conditions of employment, income and survival rates and their projection into the future, according to figures derived from data recently compiled by the U. S. Bureau of the Census. It is a measure of what a man is potentially worth these days as a worker and producer to himself, to his family, and to society as a whole; and it helps to pinpoint how much more he now has to protect than ever before.

Comparable figures derived from the 1950 Census of Population indicate that the prospective lifetime income of the average man figured out at $133,000 in 1949 projected on the basis of employment and other conditions which existed at that time. No such figures are available for considering income levels and general economic conditions today as compared with those prevailing at the beginning of World War II, and recognizing the effects of inflation in the intervening period, it is conservative to state that the economic value of man in the United States has more than doubled in the last decade and a half.

Here is dramatic evidence of what a free economy can accomplish for the average man in a comparatively short space of time.

Inherent in the Bureau of the Census study from which prospective lifetime incomes are derived, is the importance of education as a factor in the increased economic value of man. The general educational attainment of the population has been in a long-term uptrend, and this was accelerated during the Forties when the improvement for young men many of them war veterans, amounted to nearly two school years on the average. As a result, a relatively large proportion of the better educated men is now found in the younger age groups.

The figures show that, for those with only an elementary education or less, chances are that the lifetime income may not run much over $100,000 and may even be quite a bit lower, reflecting the kind of work that most people in this group do. Many of these persons do not have enough education to put to effective use the written material which is so essential in training persons to perform duties in our modern society.

A high school diploma will raise the prospective lifetime income of a man to the neighborhood of $200,000 on the average projected on the basis of income and conditions existing today. The college graduate, on the other hand, because of the positions open to him and the chances for advancement, has the prospect of earning about $100,000 more on the average during his lifespan than the man whose schooling ended with high school. His prospective lifetime income under 1949 conditions was $268,000, against $165,000 for the high school graduate. Thus the cost of a college education is likely to be repaid manyfold.

### Individual Variations

Of course, earning power varies from one person to another, depending on many factors such as initiative and job performance as well as educational background.

For example, the records are studded with cases of men who have developed a large income capacity and even worked their way to the top despite educational and other handicaps. The figures clearly indicate, however, that as far as the average man is concerned, education pays.

# Spout Spring

Spout Spring, Dec. 21.- Mr. and Mrs. William Layne, of Lynchburg, visited their home people here Sunday.

Mr. and Mrs. Aubrey McFadden are the proud parents of a baby girl, Meredith Patricia, born Dec. 11 at Virginia Baptist Hospital.

Mrs. Richard Harris, who is a patient at Virginia Baptist Hospital is improving.

Roy Moon and children visited his parents Monday.

Mr. and Mrs. D. H. Cyrus left last Wednesday for Shreveport, La. to spend the holidays with their son and his family.

Mr. and Mrs. S. A. Brooks, of Farmville visited relatives here on Sunday.

Mr. and Mrs. George Almond visited his father Saturday.

Mr. and Mrs. James Wright and daughter were guests in the home of Mr. and Mrs. W. E. Martin Sunday.

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Animals need proper ventilation but cracks around doors and frames of barns are a source of drafts and can cause discomfort in livestock which is not free to exercise. The cracks should be plugged.

Subscription rate: $2.00 a year payable in advance.

Appomattox is a growing town.

## PAMPLIN BOY AT NAVAL ACADEMY

Annapolis, Md.- U. S. Naval Academy Midn. Lynwood M. Pelot, Jr. grandson of Mr. and Mrs. J. W. Canada, of Pamplin, Va., is completing the first term of the freshman year.

The classes will be granted Christmas Leave December 18 to January 2 to visit families and friends.

The studies for the past term at Annapolis have included drawing, mathematics, chemistry, composition and literature, foreign language.

Due to the complexity of weapons, an able officer must be familiar with a wide range of subjects. The mission of the Academy is to furnish the U. S. Navy with young officers capable of handling men, ships and planes and to maintain the nation's [illegible]

## MORE PORK, LOWER PRICES SEEN FOR 1955

More pork for lower prices is expected for 1955, say agricultural economists at V. P. I. However slaughter and marketings likely will fall far short of their 1951-52 levels.

The spring pig crop in 1954 was up 13% and a survey of producers in the six most important hog states points to a similar increase in the 1954 fall pig crop. This means marketings during the winter and spring months of 1955 will be enough to keep prices well below their 1954 levels.

Hog producers are expected to increase the 1955 spring pig crop by only 2 to 5%. However, Virginia farmers do not always follow the national trend in hog production. They may not expand hog production in 1955 since the 1954 corn crop in the major hog producing areas was again cut by drouth. The nation's total feed supplies are quite ample, however.

Choice butcher hog prices will average less during the late winter and early spring of 1955 than last year. During April and May of 1954, choice butcher hogs sold at extremely favorable prices for the producer. However, prices in the summer and fall should be about the same as in 1954, or only slightly lower. The seasonal variation in hog prices will be smaller than the 30 to 50% which occurred in 1954.

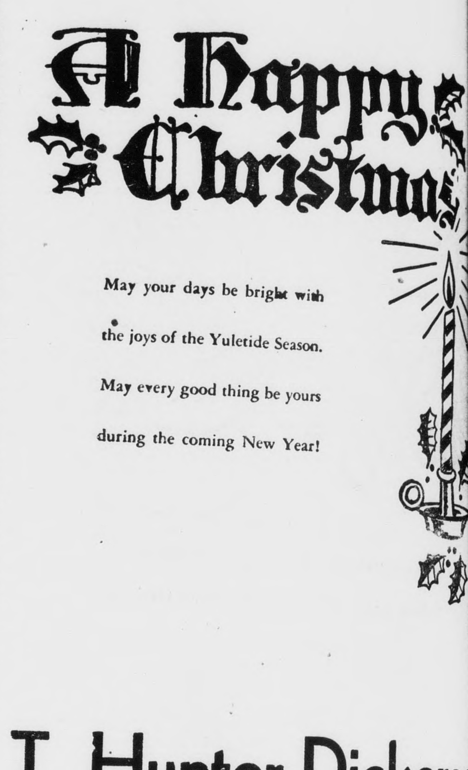
Even with lower hog prices in prospect, efficient producers are expected to earn reasonable profits, since the hog-corn ratio is not expected to fall below the long-time average. With larger marketings in prospect, producers will find it more profitable to produce the meat-type hog, market at proper weights, and use more care in selecting market outlets. Packers are more selective in their buying when hog marketings are relatively large.

To each and every one of you... may the Yuletide season bring goodwill and lasting joy to your hearts!

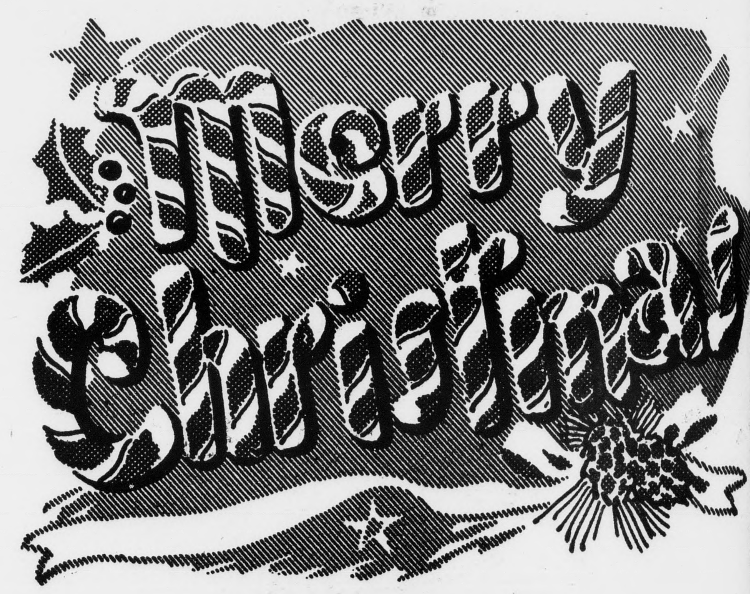
THE CLEANERS
Dial 2711 Laundry & Dry Cleaners Appomattox

J. W. 'Sam' Conner Insurance Agency
Appomattox, Virginia

May the magic of the season bring you a sleighful of happiness!
Haley's Store
WALLACE HALEY, Prop. Appomattox, Virginia



May your days be bright with the joys of the Yuletide Season. May every good thing be yours during the coming New Year!
T. Hunter Dickerson
Furnishings for Men and Boys
Appomattox, Virginia



It's Christmastime again, and, as this season foretells the passing of another year, we think of those who have helped make that year so very enjoyable. Knowing and serving folks like you makes business a pleasure. It is indeed a privilege to greet you and wish you a Merry Christmas.
REAMS & Co Complete Home Furnishings
620 and 924 Main Street Lynchburg, Virginia




# CHURCH NEWS

**Hebron Baptist Church**
Roy W. Cox, Minister
December 26, 1954
—Sunday School.
—Worship. Sermon topic: "All-Sufficient Saviour."
—Training Union.
December 29, 1954
—Prayer and Bible Hour. "The Changeless Christ for a Changing World."
—Choir Rehearsal.

**Memorial Methodist Church**
Rev. B. T. Price, Pastor

Sunday School, 9:45 A. M. C. W. Smith, Superintendent.

Morning Worship, 11:00 A. M. Sermon subject: "Some Reflections on Christmas."

M. Y. F., 6:45 P. M.

Evening Worship, 7:30 P. M. Sermon by pastor

# Student Night At Liberty

Student Night will be observed at 7:30 P. M. Sunday, Dec. 26, at Liberty Baptist Church. This is an annual event, and features students from the congregation who conduct the services.

All students in the community are extended a cordial invitation to attend this service, and families and friends are welcome.

**Red Oak Baptist Church**
Edgar S. Price, Pastor

The Christmas pageant, "The Light of God," will be presented to the public Thursday at 7:30 P. M.

Sunday School, 9:45 A. M. Rob Lucado, Supterintendent.

Morning Worship, 11:00 o'clock. Subject: "We Have Not Passed This Way Before." A New Year message.

Training Union, 7:00 P. M. Berkley Cabiness, Director.

The Young Women's Auxiliary will meet at the church on Friday evening to go Carol singing.

**Seventh-day Adventist Church**
William Carey, Pastor

Saturday, December 25, 1954
Sabbath School at 9:30 A. M.
Morning Worship, 11:00 o'clock. Christmas Message: "Keepers of the Flame."
Missionary Volunteer Meeting on Friday night, 7:30 o'clock.

**Liberty Baptist Church**
Dr. Carl A. Collins, Jr., Pastor

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| Sunday School | 9:45 A. M. |
| Morning Worship | 11:00 A. M. |
| Training Union | 6:30 P. M. |
| Evening Worship | 7:30 P. M. |

## WOMAN'S CLUB BOOK REVIEW

The Woman's Club of Appomattox Book Review Tea will be held Thursday, Dec. 30, at 3:00 P. M. in the home of Mr. and Mrs. H. Y. Spencer. Miss Harriett Holley will be the guest reviewer and will review the book, "The Walls Within," by Ellen Glasgow. This is the Christmas Tea given by the Woman's Club for their members and their Christmas guests. The tea is sponsored by the Fine Arts Department of which Mrs. Roger Norfleet is the chairman. Hostesses will be: Mrs. Norfleet, Mrs. J. W. Flood, Mrs. H. C. Pulliam, Mrs. W. A. Owen, Mrs. Richard Janatka, Mrs. W. E. Ferrell, Miss Flora Belle Williams and Mrs. Charles Crawley.

Subscription rate: $2.00 a year payable in advance.

# Father Darkleaf

*By c. h. r.*

Fortunately, I do not have to write a column this week. My regular spot on the front page has been taken over by the color job we did for our annual Christmas Greeting issue. So—there will be no Father Darkleaf column this week.

Perhaps a good thing, too, for we have had a busy week, and there has not been time for columneering.

Had I written a column, there were a number of fine folks I wished to commend to the good graces of Santa Claus. I had notes to say a word of praise for the splendid fellows and the staff who make up the personnel at our nearby State Police Division Headquarters. The fact that the headquarters of this division is located at Appomattox is an asset to the community. And I have yet to find a Trooper I did not respect and admire, and for one citizen I wanted to say—we all feel more secure and at ease knowing that we are under the protection of "the law."

Also—had I written a column— I had it in mind to commend our fine Volunteer Fire Company, and the one down at Pamplin. We have an amazingly low record of fire losses. In fact, I think our insurance rates might well be lowered in the light of the amazingly few claims in the town. I hope Santa visits the homes of all volunteer firemen!

There is also another swell fellow I wanted to tell Santa Claus about had I written a column this week. Appomattox does not have a "Citizen of the Year" award to honor some one for outstanding merit in community service. We should have. And if we had such an award, I would want to nominate as "Citizen of the Year" for 1954: Mr. L. N Herncall and his associates at the Cleaners. The year 1954 was a year of drought. The town found itself on the spot due to a severe water shortage. Some residents went without water: turn on the spigots and dust rolled out. It was a bad situation, especially had a big fire broken out. And Brother Herncall stepped in to do something about it, something for the good of the community. He GAVE use of a nice well on the property of the Cleaners, and the town was able to tap on and fill its two water tanks. Someone else might have wanted a fancy price but the Herncalls GAVE! And so a very Merry Christmas to a man who set an example in practical citizenship.

There are lots of others who have contributed to the welfare and the growth of Appomattox during the year. They are the salt of the earth and merit a hand. We hope Santa lingers longer than usual around their firesides. Outstanding in this group are the clerks and service staffs at our many fine places of business. And a commendation to the Small Business Man—the fellow who works endless hours struggling to build a business and keep up with all the required forms and records. He gets no pay for the many hours of overtime he works. He provides jobs and keeps the wheels of our economy going. I have a world of respect for the Small Business Man the guy who has a little shop, or a service station or a store and fights to keep his head above water. Remember him, won't you, Santa!

And had we written a column this Christmas week, we would have wanted to say a word of praise for the fine ministers of the gospel in our midst. Appomattox and Appomattox County have a wonderful group of mnisters. We hesitate to single out any one by name, but we cannot help but mentioning the fine message in song brought to the community this year by the Rev. William Carey, of the local Seventh-day Adventist Church.

Ah yes, we did not have time to write a Christmas column for this week—one to mention the teachers the highway forces, the fine homemakers and all those who pitch in and contribute to the community. Maybe it would have been best to just say: Merry Christmas to all and thanks for having made 1954 a grand year.

## LETTER TO SANTA CLAUS

Appomattox, Va., Dec. 21, 1954

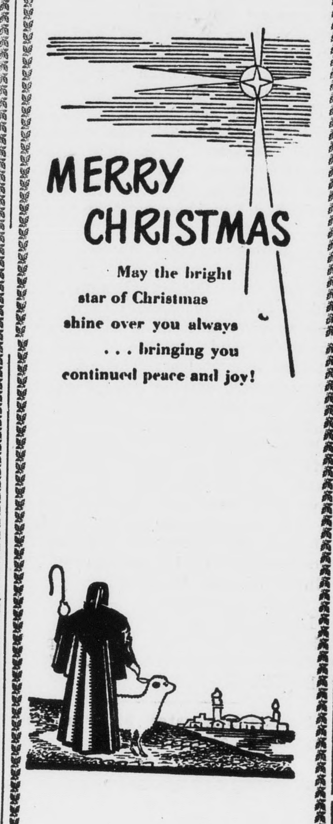
Dear Santa,

I am a little boy three and a half years old and have been good this year. Please bring me a train fire truck, car, and a suit of clothes. Please don't forget my little brother, Edward. He wants a rocker horse, some cars and trucks and a suit of clothes. Don't forget all the other little boys and girls.

Larry Wayne Franklin.

Gift suggestion: a subscription to the home county newspaper. Only $2.00 for 52 weeks!

...you enjoy peace ...happiness during ...coming New Year.
...G. Gaines
JEWELER
...omattox, Virginia



May the bright star of Christmas shine over you always ... bringing you continued peace and joy!
Mr. & Mrs. J. W. Martin
Appomattox, Virginia

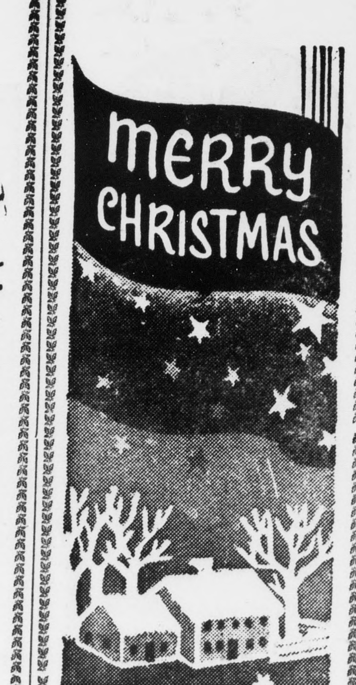
May happiness be with you and yours at this Christmastime... and throughout the coming New Year!
J. T. Irby
Shoe Shop — Appomattox, Va.

W. R. Reynolds Store
Appomattox, Virginia

...bow our heads ...prayer for peace ...love among ...kind on earth.
...C. W. Smith
...rance Agency
...mattox, Virginia
DIAL 2942

Christmas Happiness and Good Cheer is our wish for you throughout the year!
R. L. Burke, Jr.
Appomattox, Virginia

Just dropped in to say... MERRY CHRISTMAS and a HAPPY NEW YEAR!
Auto Service Garage
J. H. LUCADO, Prop.
Appomattox, Virginia



AND A VERY JOYOUS NEW YEAR!
J. A. Burke & Co.
Appomattox, Virginia

Appomattox Farmers Supply Co.

Into every home we send our very best wishes for A HAPPY HOLIDAY!
Appomattox Printing Company
Jacob Lewis, Manager
DIAL 2654